PLUS
MARKETING
Hollywood views
Showtime/TMC

- ABC's bold ESPN buyout play: the industry reacts
- Newsday Channel kills full video, sticks to text
- NAB panel to b'casters: cable key in teletext
- Nielsen VCR study: pay subs are heavy users

CableVision™

The news and features weekly of the cable television industry

May 14, 1984

SHOWTIME

THE MOVIE CH

On the Move

President Mike Weinblatt

CableVision

This Week in Cable, pages 14-20

May 14, 1984, Volume 9, Number 37

NEWSDAY OPTS FOR TEXT

Newsday Channel will discontinue all video programming on its Long Island information service next week, and become a 24-hour text service. Officials at the Long Island paper, which organized the network, blamed the termination on lackluster advertising support.

SUBSCRIBERS GO FOR VCRs

Video cassette recorder use is higher in cable households, especially those with pay services, than in homes with only broadcast television, according to results of A.C. Nielsen Co.'s *VCR Usage Report* released last week.

NAB HAS ITS DAY

Despite a Las Vegas hotel workers' strike, the National Association of Broadcasters convention drew its largest audience ever—close to 40,000 people. Eric Taub wraps up last week's convention activity.

ABC GETS ALL OF ESPN

In a move of swiftness that surprised some, ABC moves to become 100 percent equityholder in the Entertainment and Sports Programming Network in a $202 million cash deal with Texaco Inc., which has controlled 70 percent of ESPN since its buyout of Getty Oil Co. earlier this year. Turner Broadcasting, which had announced its intention to bid for the property, terms ABC a "hard charger."

PROGRAMMING 22

Two pay services are undertaking projects dealing with homosexuality: Home Box Office, through an *America Undercover* documentary; Showtime, with a comedy mini-series from Paramount's video division.

MARKETING/ADVERTISING 39

Opening a cable store in a system's basement is not the most conventional way of distributing converters and handling customer service problems. Officials of Cable TV Associates in Lancaster, Pa., have found their "ground level" cable store has brought about demonstrable business benefits.

BUSINESS 40

Improved quarterly reports were recorded by several cable hardware companies last week, including Scientific-Atlanta and Zenith Radio.

GOVERNMENT & LAW 42

Burlington, Vt., wants to end its 12-year relationship with Cox Cable Green Mountain system and take the reins of the franchise; the city's unhappy with prices and service.

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About the cover

Showtime/The Movie Channel President Mike Weinblatt proudly displays the names of services under his domain in this photo by Mark Sennet.

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PLUS

Showtime/TMC's lookin' good

In the wake of its merger involving Viacom, Warner Communications and Warner Amex, Showtime/The Movie Channel Inc. has literally changed the face of pay television with a series of impressive business deals—the merger itself, the Spotlight buyout and the *piece de resistance*, its Paramount exclusivity deal. Through it all, Showtime has been guided by the firm, steady hand of Mike Weinblatt, former NBC executive, counter-intelligence agent, and a hard-driven, but inspiring, executive. In a revealing *CableVision Plus* interview with Editor-in-Chief Victor Livingston, Weinblatt tells the inside story of those deals, and of Showtime/ TMC's upcoming strategies. Also, Los Angeles Bureau Chief Eric Taub reports on tinseltown's view of the new Showtime/TMC.

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BPA

Cable services subscriber counts

Satellite-fed national services

Basic service	Affiliates	Subscribers	% change in subs from 2/29	
Arts and Entertainment	NA	9,000,000	NC	
Black Entertainment Television (BET)	319	6,409,897	+6.4	
Cable News Network (CNN)	4,764	25,978,000	+3.2	
CNN Headline News	1,165	10,894,000	+3.0	
C-SPAN America's Network	1,350	17,000,000	NC	
CBN Cable Network	4,344	23,000,000	NC	
Country Music Television	NA	5,200,000	+67	
Entertainment & Sports Programming Network (ESPN)	7,810	30,200,000	+3.0	
Eternal Word Television Network (EWTN)	154	2,100,000	+9.5	
Financial News Network (FNN)	960	16,000,000	+5.6	
The Learning Channel	511	4,419,230	+9.5	
Lifetime	1,799	18,453,331	+5.7	
Modern Satellite Network (MSN)	19,593	9,593,890	+3.6	
Music Television (MTV)	2,400	19,300,000	+4.7	
The Nashville Network (TNN)	1,989	14,200,000	+11.3	
National Christian Network (NCN)	98	1,200,000	NA	(2/84)
National Jewish Television (NJTV)	179	3,570,000	NA	(2/84)
Nickelodeon[1]	3,300	18,400,000	+4.3	
PTL Satellite Network	1,000	10,100,000	+1.0	
Prime of Life	NA	NA	NA	
Satellite Program Network (SPN)	508	11,405,000	+4.6	
Silent Network	130	5,000,000	NA	(2/84)
SIN Television Network[3]	251	28,068,100	NC	
Trinity Broadcasting Network	338	4,800,000	+1.7	
USA Network	3,700	22,600,000	NC	
The Weather Channel	1,170	11,800,000	+4.2	
WGN	5,341	13,511,683	+4.0	
WOR	971	4,554,723	+.71	
WTBS	6,345	29,330,000	NC	
Pay service				
Bravo	137	195,000	+3.0	
Cinemax	2,100	2,700,000	NC	
The Disney Channel	1,300	916,000	+12.7	
GalaVision	200	130,000	NC	
Home Box Office (HBO)	5,400	13,500,000	NC	
Home Theater Network (HTN)	400	268,000	+.37	
The Movie Channel (TMC)	2,950	2,900,000	NC	
The Playboy Channel	411	668,000	+1.8	
Showtime	3,000	5,000,000	NC	
Audio service				
Cable Jazz Network	6	25,800	NC	
Lifestyle	174	2,500,000	NC	
Love Sounds	5	20,000	+50.0	
Moody Bible Institute	32	503,254	+7.2	
Nice and Easy	10	40,115	+27.0	
Satellite Jazz Network	13	800,000	NC	
Satellite Radio Network	50	400,000	NC	
SCAN	34	144,000	NA	(2/84)
WFMT	160	920,324	+6.4	
Text service				
AP News Cable	400	4,700,000	NC	
Dow Jones Cable News	165	1,900,000	+8.0	
Electronic Program Guide (EPG)	158	2,881,899	+1.3	
Genesis Storytime	22	273,303	NA	
Reuters News View	350	4,100,000	NC	

Non-satellite-fed national services

Bicycled service			
The CableShop	11	250,000	NC
Fuji Network	6	3,395	+3.2
Nippon Golden Network	5	8,105	NC
The Pleasure Channel	10	12,500	NC
Vector Consumer News	12	300,000	NC
Vector Consumer Shopping Guide	20	450,000	NC

Regional entertainment services

Basic service	Affiliates	Subscribers	% change in subs from 2/29	
Regional services				
Atlanta Interfaith	7	126,000	NC	
Atlantis Entertainment Network	5	9,800	NA	(1/84)
Bay Area Religious Channel (BARC)	4	98,000	+94	
Buffalo Sabres Hockey	13	450,000	+3.3	
Festival: The Texas Cable Network	8	550,000	+1.6	
Home Sports Entertainment—Houston	11	16,287	NA	(2/84)
Home Team Sports	12	NA	NA	
Life Newsvision (Chicago Suburbs)	7	11,200	NC	
Madison Square Garden	52	1,600,000	+.94	
Meadows Racing Network	19	275,000	+.73	
MetroChannel	4	107,000	-3.0	
Newsday Cable	1	228,000	+1.3	
PENNARAMA	27	480,000	NA	
PRISM-Philadelphia	90	358,300	NA	
Pro-Am Sports	25	5,000	NA	
Sonics Superchannel	10	25,000	NC	
SportsChannel (New England)	43	57,000	+5.3	
SportsChannel (New York)	34	345,000	NC	
Sports Time	NA	NA	NA	
SportsVision	14	15,000	NC	
Sportsvue Network	19	17,500	NA	
Video Music Channel	24	267,804	NC	
Z-Channel	21	95,372	-1.1	

Announced services

Non-satellite-fed service	Expected launch
The Games Network	6/84
Regional service	
Box Seat	Summer 1984
Satellite-fed service	
Almi Group Network	TBA
The Aloha Network	TBA
American Christian Television Systems (ACTS)	5/84
Apollo Entertainment Television	4th quarter 1984
The BuenaVision Channel	TBA
The Channel Black	TBA
Comedy Entertainment Network Telecommunications Station (CENTS)	TBA
The Community Channel	TBA
Episcopal TV Network	TBA
Just For Listening	TBA
Kidvid Network	6/84
Magicable	TBA
M-Net	TBA
National Jazz Network	4th quarter 1984
The Nostalgia Channel	TBA
The Nostalgia Network	TBA
The Pleasure Channel	Late 1984
The Professional Education Network	9/84
Star Video Music	6/84
The UN Channel	TBA
The Work Channel	TBA
WPIX	5/84

Note: Subscriber and affiliate counts are as of 3/31/84 unless otherwise indicated.
NA denotes not available.
NC denotes no change.
TBA denotes to be announced.

[1] as of March 1984, based on A.C. Nielsen National Meter. Subject to qualifications upon request.
[2] as of March 1984, based on A.C. Nielsen National Meter. Subject to qualifications upon request.
[3] Total SIN reach: Spanish speaking households: 3,368,300.

Source: Subscriber and affiliate counts are provided by the program service for Titsch Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks during April 1984.

BET
Anheuser-Busch (R)
Avon (R)
Burger King (R)
Campbell Soup Co. (R)
Carson Products (R)
Coca-Cola (R)
Columbia Pictures (N)
Eastman Kodak (R)
Ford Division (R)
Hershey (R)
Home Box Office (R)
Johnson & Johnson (R)
Kraft (R)
McDonald's Corp. (R)
Mobil Oil (R)
Nike (R)
J.C. Penney Co. (R)
Pepsi-Cola (R)
Procter & Gamble (R)
Quaker Oats (R)
Sears (R)
Thompson Medical (R)
U.S. Marines (R)
U.S.P.S. Express Mail (R)
Westinghouse (R)
Wrigley's (R)

CBN Cable Network
Bayer (N)
Eastman Kodak (N)
EX-Lax (N)
Franklin Mint (N)
Johnson & Johnson
Tylenol (N)
Kellogg Company (R)
Time-Life (R)

Cable News Network (CNN)[1]
Ace Hardware (R)
Allstate (R)
Bristol Myers (R)
Centel (N)
Clorox Company (R)
J.D. Durand (N)
Goodyear (R)
Hartford Insurance (N)
Home Box Office (R)
Kikkoman (N)
K-Mart (N)
Krazy Glue (N)
Merrill Lynch (R)
Olivetti (N)
Phillips Petroleum (R)
Paine Webber (N)
Republic Airlines (R)
Sharp Electronics (R)
Shell Oil (R)
Tasti-Freez (N)
Texas Instruments (R)
Texize (R)
Toshiba (N)
U.S. Army (R)
Universal Pictures (R)
Wilkinson (R)
Aema Corp. (R)

CNN Headline News[2]
Ace Hardware (R)
Dazey (R)
J.D. Durand (N)
Eastern Airlines
Equitable Life Insurance (R)
Ford Division (R)
Home Box Office (R)
Honda Cars (R)
Krazy Glue (N)
Nabisco (R)
Quaker Oats (R)
Ralston Purina (R)
Ryder (R)
Stouffer Hotels (R)
Subaru (R)
Tastee-Freez (N)
Time-Life (R)
Toshiba (N)
Union Carbide (R)
Urban General (R)
Varco-Pruden (R)
Wausau Insurance (R)
Wrigley (R)

C-SPAN
AT&T (R)
Getty Oil (R)
Merrill Lynch (R)
W.R. Grace (R)

Dow Jones Cable News
Barron's (R)
Charles Schwab (R)
Wall Street Journal (R)

Financial News Network
Air Florida (R)
American Airlines (R)
American Express (R)
Avis (N)
Clayton Brown (R)
Chrysler (R)
Dean Witter (R)
Ford Corp. (R)
GMAC (R)
Gruntal & Co. (N)
Hyatt Hotel (N)
Kansas City Board of Trade (R)
Kellogg Company (R)
Merrill Lynch (R)
Micro Age (N)
Minolta Copiers (N)
Northwest Mutual Life (R)
Northwest Orient Airlines (R)
Oldsmobile (R)
Premaco (N)
Prudential-Bache (R)
Purex (N)
Ramada Inn (N)
Savings & Loan Institute (N)
Sperry (R)

MSN[3]
Anheuser-Busch (R)
Archway Cookies Inc. (R)
Ciba Pharmaceutical (R)
CONOCO, Inc. (R)
E.I. DuPont DeNemours & Co. (R)
General Mills (R)
General Motors (R)
Hershey Foods (R)
Mattel, Inc. (R)
Mercedes Benz of North America (R)
Midcon Corp. (R)
NASA (R)
Park Row Publishers (R)
Phillip Morris Inc. (R)
Upjohn, Inc. (R)
U.S. Army Corp. of Engineering (R)
U.S. Dept. of Transportation (R)
U.S. Olympic Committee (R)
Wrangler (R)

USA Network[4]
Allied Van Lines (N)
Armour All (N)
Arrow Shirts (N)
Bonnie Bell (R)
Cadillac (R)
Cooper Tools (N)
Etonic Running Shoes (N)
General Mills (R)
Johnson & Johnson (R)
Lorus (N)
McDonald's Corp. (N)
Nabisco Brands (R)
Pepsi-Cola (R)
Procter & Gamble (R)
Purex (N)
Rustoleum (N)
S.C. Johnson (N)
Sentry Hardware (N)
Stroh's (R)
Suzuki (N)
Traveler's Insurance (R)
Tri-Star Pictures (R)
United Airlines (N)

WTBS[5]
Activision (R)
Alberto (R)
Allied Corp. (R)
AMC (R)
Armour Dial (R)
AT&T (R)
Canada Dry (R)
Clorox (R)
Coca-Cola (R)
Coleco (R)
Columbia Records (R)
Coors (R)
Datsun (R)
Dodge (R)
Eastern Airlines (R)
Firestone (R)
Ford Motor Company (R)
General Electric (R)
Goodyear (R)
J.C. Penney (R)
K-Mart (R)
Krazy Glue (N)
Pepsi-Cola (R)
RCA (R)
Stetson (N)
Swift (R)
Texas Instruments (R)

The Weather Channel
Ace Hardware (R)
American Gas Association (R)
American Motors Corporation (R)
Armour Dial (N)
Anco Wiper Blades (R)
California Tree Fruit Agreement (R)
Champion Spark Plugs (R)
Emerson Electric (R)
Ford Division (R)
Goodyear (N)
Hyatt Hotels (N)
J.C. Penney (R)
Kellogg Company (R)
Kraft Foods (R)
Lennox Industries (R)
Phillips Petroleum (R)
Procter & Gamble (R)
Prudential-Bache (N)
Quaker Oats (R)
Ralston Purina (R)
Richardson-Vicks (R)
G.D. Searle (R)
Sears Portrait (R)
Sterling Drug (R)
Union Carbide (R)
United Airlines (R)

R denotes renewal client
N denotes new client
Total advertising clients for April 1984
[1] 104 clients. [2] 45 clients. [3] 72 clients. [4] 95 clients. [5] 222 clients.
Source: Advertising clients are provided by the program services to Titsch Communications Inc.